



SOUTHERN SCOTTSDALE

ARIZONA

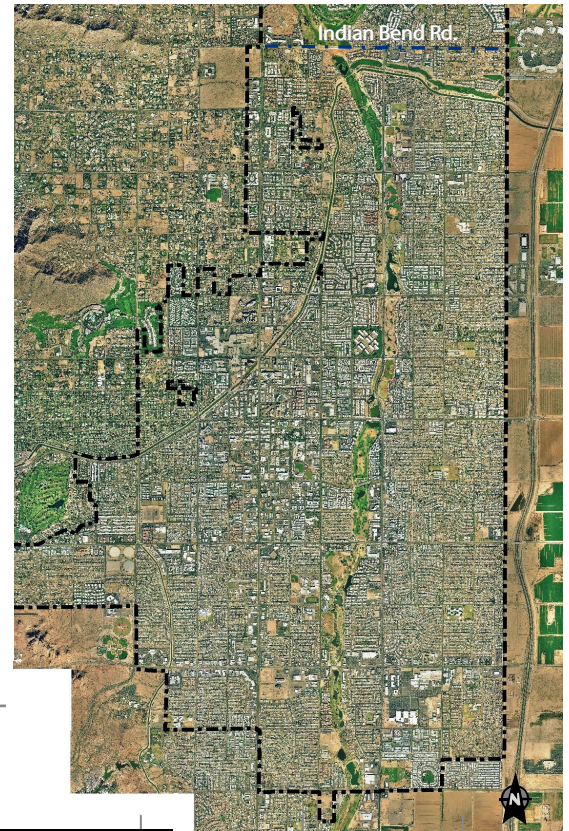
DEMOGRAPHIC REPORT

SOUTHERN SCOTTSDALE

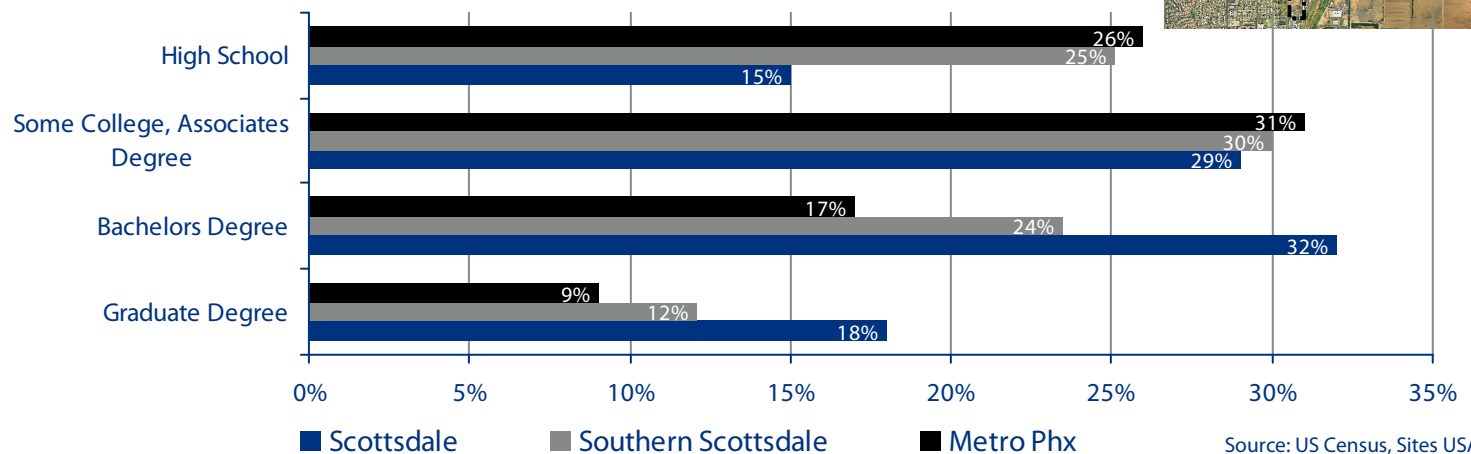
Over the years, Southern Scottsdale* has transformed itself from active agricultural fields into a community of single and multi family housing units served by major streets lined with local and regional businesses. These residential neighborhoods contain much of the post World War II housing built in the phoenix metro area and support a diverse population and employment base that continues to provide economic benefits to the City of Scottsdale.

Community Characteristics	Scottsdale	Southern Scottsdale
2008 Population:	242,790	80,220
2013 Population Projection:	251,792	86,444
Total Housing Units: 2000	104,974	41,056
Total Housing Units: 2008	115,036	41,620
Median Household Income: 2000	\$57,969	\$44,203
Median Household Income: 2008	\$74,504	\$54,275
Median Age: 2000	41.0	41.6
Median Age: 2008	40.2	39.3
Labor Force	187,744	67,984
Total number of Businesses	14,992	3,441
Population Density	1,249 _{psm}	5,308 _{psm}
Planning Area:	182.4 sq. Miles	15.02 sq. Miles

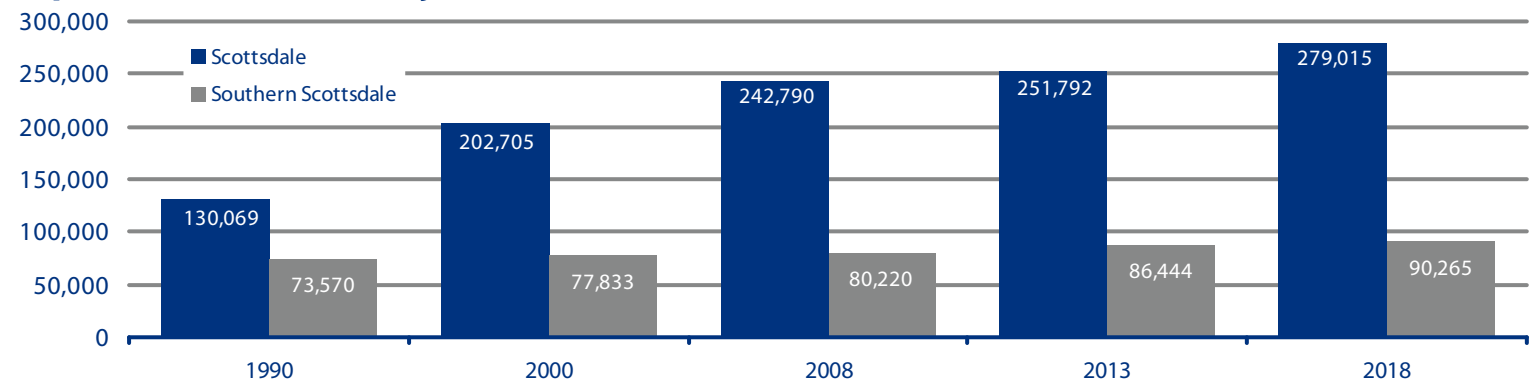
Source: 2000 Census, Sites USA 2008



Educational Attainment - highest level completed



Population Growth & Projections

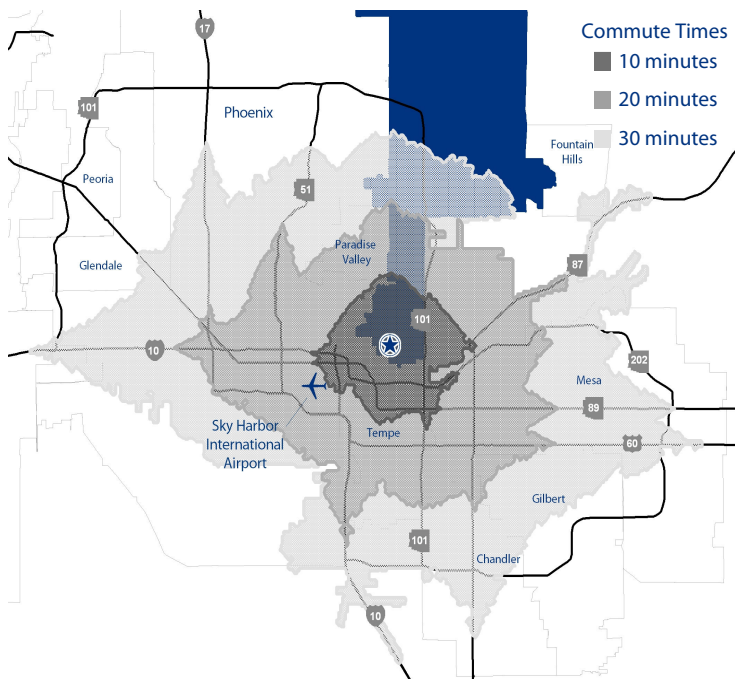


* Southern Scottsdale is defined as the portion of the city, south of Indian Bend Road (excluding Downtown)

Source: US Census, Sites USA 2008

McDOWELL ROAD CORRIDOR

McDowell Road has long been the commercial core of Southern Scottsdale. This designation started with the opening of the Motorola plant in 1957 and continued to grow as more commercial activity flocked to this area from Los Arcos Mall to the car dealerships that would become "Motor Mile". In fact, from the late 60's to early 90's McDowell Road had one of the highest 24 hour traffic counts than anywhere else in the Valley, making it a prime location for retail activity. Today, the area is undergoing a transition and its geographic proximity to world class amenities like Sky Harbor International Airport and Arizona State University ensure that it will once again be a vibrant center of commerce.

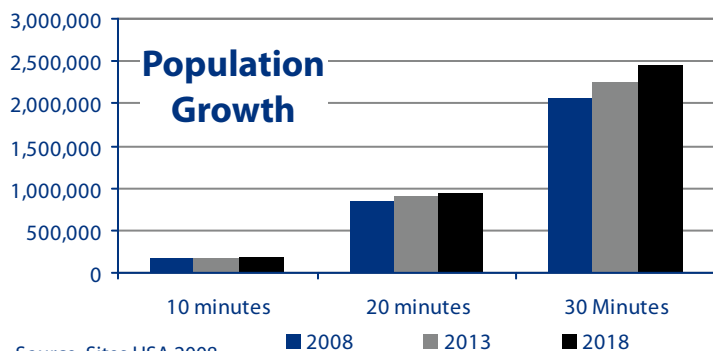


Labor Force Skills & Accessibility

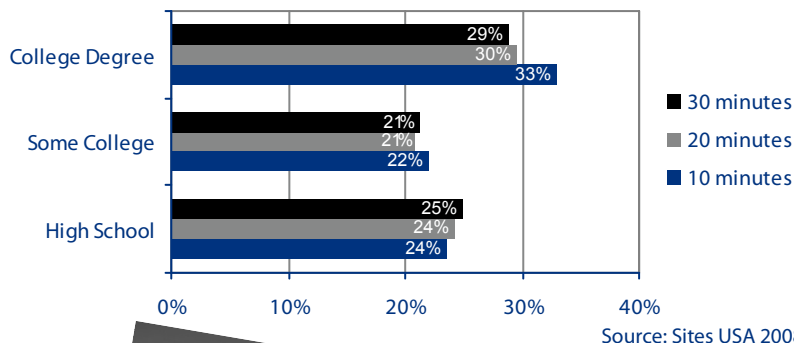
Within a 20-minute commute of the McDowell Road Corridor, there's high concentration of workers employed in sales and office occupations. More over, approximately 33 percent of the labor force living within that same area works in professional, managerial or financial occupations.

In total, employers along the McDowell corridor have access to over 650,000 workers within the same 20-minute commute. When the range is expanded to a 30-minute commute, the number of accessible workers more than doubles to over 1.5 million.

This area will continue to see an expanding workforce as the projected population within a 30-minute commute is expected to increase by over 180,000 people by 2013.



Educational Attainment - highest level completed





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The City of Scottsdale
Economic Vitality Department
4021 N. 75th St., Suite 102
Scottsdale, AZ 85251
(480) 312-7989
(480) 312-2672

www.scottsdaleaz.gov/economics

Jennifer Graves, Economic Development Specialist
jgraves@scottsdaleaz.gov